



JOB DESCRIPTION

JOB TITLE:	Community Relations Coordinator	JOB CODE: 2765
DEPARTMENT:	County Manager	FLSA STATUS: Exempt
REPORTS TO:	County Manager	

SUMMARY OF JOB PURPOSE

Under general direction, develops, plans, implements, and coordinates the Douglas County Community Relations Program; provides information to residents, businesses, and visitors through a variety of proactive communication methods and community resources that promote Douglas County in a positive and community-oriented manner.

ESSENTIAL FUNCTIONS

1. Develop communication strategies and techniques including a community relations strategic plan, new releases, advisories and bulletins, proclamations, brochures, newsletters, videos, and presentations for newspapers, magazines, websites, and social media designed to inform the public of the roles, resources, and activities of the County; gain public input and support for programs and activities; communicate County vision, mission, strategies, plans, and expectations. Assist in coordination of strategic planning and priority based budget events.
2. Perform research, data collection, and preparation of written and visual material for public presentations, brochures, flyers, news releases, newsletters, reports, and special projects.
3. Draft press releases and public service announcements; establish and maintain effective media relations; acts as liaison between and assists with coordination of information during emergencies and other critical incidents with Douglas County Emergency Management, public safety agencies, special districts, towns, and general improvement districts; develop strategies to inform the public on programs, services, and events.
4. Maintain County website and social media content; responds to community feedback/questions regarding information posted on the County website and social media sites; plan and coordinate events such as open houses, exhibits, tours, dedications, awards, etc.; arrange and assist PIO's with press coverage of newsworthy events and critical incidents.
5. Act as liaison to towns, General Improvement Districts, special districts, various community groups and stakeholders; make presentations to aforementioned groups, and Board of County Commissioners; manage legislative bill draft request activities.
6. Consult with and provides assistance to County Commissioners and management on community relations strategies and efficient management of public communications; act as a resource for PIO's to ensure messaging is clear and concise.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.



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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

Bachelors Degree in Journalism, Communications, Public Information, or a field related to the work and two (2) years of full-time experience in developing and implementing public information programs, a writer or editor in the print or broadcast media, or closely related field which provided the knowledge, skill and ability to successfully function in the position OR an equivalent combination of related education and experience. Strong writing skills required. Experience in the public sector or related field desired. Experience in website content management and the use of social media for public purposes desired.

LANGUAGE SKILLS

Ability to write, read, analyze, and interpret various documents, financial reports, and legal documents; responds to public and media inquiries; ability to effectively present verbal and written information to internal and external customers in clear and concise manner.

MATHEMATICAL SKILLS

Ability to work with mathematical concepts such as probability and statistical inference; apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form.

OTHER KNOWLEDGE, SKILLS, & ABILITIES

Advanced proficiency level utilizing Microsoft Office applications including Excel, Access, PowerPoint, Word, and Outlook, and the ability to operate other standard office equipment, including telephones, calculators, copiers, FAX machines, etc. is required. Proficiency in computer programs used to develop flyers, newsletters, and other publications, such as Microsoft Publisher highly desirable.

Ability to use initiative and independent judgment within established procedural guidelines; assess and prioritize multiple tasks, projects and demands; establish and maintain cooperative working relationships with other department managers; demonstrate effective interpersonal relationships in bringing people together to solve problems.

Skills in reviewing needs of County departments, and prioritizing information systems to meet their needs; analyzing information systems issues, evaluating alternatives, and making logical recommendations based on findings; project management procedures and techniques; assuming executive level responsibilities and making appropriate decisions; interpreting work plans and standards, making decisions, maintaining composure, and working effectively under deadlines; setting priorities, planning, assigning, training and supervising the work of others; establishing and maintaining effective working relations with co-workers.

Ability to solve problems, including citizen complaints/issues, and interpret instructions provided in writing, orally, and diagram forms. Knowledge of the principles and practices of public relations, and public information; the operational characteristics, and the services and activities of local government. Ability to successfully communicate the County's message, ensure that the County is seen in the best light possible given circumstances; advocate the County's position(s) on issues; and ability to use

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storytelling techniques to engage the public. Ability to analyze legislative issues, determine their effect on County operations, and the appropriate department to respond to bill draft request.

Knowledge of Douglas County government and community. Knowledge and ability to develop and advertise County events; conduct media events; host interviews and Town Hall meetings; utilize the internet, website, and other social media in the best interest of the County; develop and demonstrative positive working relationships in bringing people together to solve problems in a high-profile position dealing with topics under intense public and media scrutiny and respond rapidly as needed; and ability to communicate in a clear and concise manner in person, in writing, and orally.

CERTIFICATES, LICENSES, REGISTRATIONS

Valid State of Nevada drivers' license (or state of legal residence) with acceptable driving record required.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, sit, and drive; use hands to finger, handle, or feel; reach with hands and arms; talk and hear. The employee occasionally is required to climb, balance and stoop, kneel, crouch, or crawl and must frequently lift and/or carry up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORKING ENVIRONMENT

Work is performed in an office environment where the physical demands require sitting for extended periods of time; frequent use of computers and standard office equipment; may work under stress of deadlines. Work may be performed in a field setting during times of crisis.

I have read and understand the contents of this Job Description, and I have received a copy of this Job Description for my records.

PRINT NAME: _____

SIGNATURE: _____ **DATE:** _____

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